

Now on tour in Europe

April 2024

Bosch Pro Tour: Mobile experience with new showtruck

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Experience professional power tools, measuring tools, and accessories live

- ▶ Winning concept from Germany, Austria, and Switzerland now in Europe
- ▶ More than 200 square meters of Bosch Professional products and services
- ▶ Chance to try out products, mingle, and get expert advice for professionals of all trades

Starting this April, the new Bosch Pro Tour showtruck is hitting the road to tour Europe. The second road show in the series will offer professionals of all trades an opportunity to experience professional power tools, measuring tools, and accessories from Bosch at over 50 different locations. For the first time, the event will also be stopping in cities outside Germany, Austria, and Switzerland. The tour starts in the Netherlands and will visit more than 15 countries – from Scandinavia, France, the Iberian Peninsula, and Italy, to Poland, the Czech Republic, Hungary, and Romania.

Experience and try out Bosch innovations hands-on

The Bosch Pro Tour Europe will again focus on innovations that make daily work easier and safer for professionals of all trades, including innovations in battery technology such as the [ProCore18V+](#), the new [garden tools segment](#) (such as the dual 18V [GRA 18V2-46 Professional](#) lawn mower), and Biturbo breakthroughs like the first cordless concrete nailer ([GNB 18V-38 Professional](#)) from Bosch's powerful product portfolio. The tour is centered around a 40-metric-ton truck with four focal points: the [Professional 18V System](#) (including [Biturbo tools](#) and the cross-brand [AmpShare alliance](#)), dust extraction solutions such as the first M-class cordless dust extractor ([GAS 18V-12 MC Professional](#)), [durable measuring tools](#), and powerful [Expert accessories](#). These topics and others will be covered in-depth at three outdoor stations featuring hands-on opportunities to test and use tools in the categories concrete & steel, wood & ceramics, and sawing & cutting. The result is an event for all trades – from construction, electrical, plumbing, heating, ventilation, and air conditioning, to metalworking, carpentry, joinery, and facility management. A food truck with an extensive selection will be on hand to provide refreshments. The entire event measures over 200 square

meters, offering plenty of space to meet and mingle with other professional tradespeople while trying out tools and accessories. Experts will also be on hand to deliver advice.

Over 50 different stops in more than 15 countries

Between April and the end of the year, the Bosch Pro Tour Europe will stop at over 50 locations, including trade fairs, in-house fairs, and company premises. At selected sites, individual content will be transmitted via YouTube live streams and the Bosch Professional experience world will thus be made accessible for all interested professionals. Industry experts and known influencers will also be joining the tour. An overview of all dates and locations can be found at www.bosch-professional.com/bosch-pro-tour/. Participation is free of charge and does not require pre-registration.

The Bosch Pro Tour in Germany, Austria, and Switzerland will also be on the road in 2024. An overview of all dates and locations can be found at www.bosch-pro.link/tour.

Subject to change.

Press photo: #4daa8c9c

**Do you have questions or comments about this press release?
You are welcome to contact us.**

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The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, garden tools, power tool accessories and measuring tools. In 2023, its roughly 19,500 associates generated sales of 5.6 billion euros, about 90 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2024, Bosch Power Tools will again launch more than 100 new products onto the market in its four business segments power tools, outdoor and garden tools, accessories and measuring tools.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 428,000 associates worldwide (as of December 31, 2023). According to preliminary figures, the company generated sales of 91.6 billion euros in 2023. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 90,000 associates in research and development, of which roughly 48,000 are software engineers.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com.